



Check Us Out

San Diego Public Library

FALL 2002

"Hands On San Diego" in Libraries

The 11th annual **Hands on San Diego** event was held September 15 – 21, by Volunteer San Diego, in partnership with United Way/CHAD. Non-profit agencies list their projects with Volunteer San Diego; and corporate, military and other teams adopt one of the "hands-on" projects via Volunteer San Diego's website. This year, six library projects were adopted.



At the San Carlos Branch Library, 13 volunteers, who washed cars and sold hot dogs, baked goods, and sodas, raised \$350 for expansion of the branch.

The Rancho Bernardo Branch Library *Collection Revitalization* project was done in remembrance of victims of the September 11 tragedies. For the second year, 20 Hewlett Packard employees cleaned children's books.



Flight 175. Painted and stenciled curbs are now clearly marked to prevent traffic congestion in fire lanes.

The Point Loma Branch Library project, *Jacket the Book*, was accomplished for the second year by two employees of Scripps Mercy Hospital, along with three

family members. Led by Gloria Nocon, they re-jacketed 312 books in 2 1/2 hours, breaking their previous year's record of 250 books. They have already made a commitment to help move the collection into the new library.



Six members of the military and one civilian employee from the Navy's Environmental

Preventive Medicine Unit Number Five participated in *Good Clean Reading*, dusting shelves and cleaning magazine covers, books, public computer monitors and keyboards in the History Section of the Central Library.

Due to unforeseen circumstances on the day of the event, the Beckwourth Branch Library project, *Operation Book Covers*, was rescheduled. It will be completed by the Navy's Transient Personnel Unit in honor of Mary Alice Wahlstrom, 78, of Kaysville, Utah, who was on American Airlines Flight 11. Mary loved to read to elementary school students.

Certificates of Appreciation, signed by Anna Tatár, Library Director, were presented to each group; Krispy Kreme donuts and Costco pizza were generously donated to refresh the hardworking volunteers; and each volunteer received a special bag of goodies, a t-shirt from Volunteer San Diego and a ticket to a San Diego Padres ballgame.

A Message from the Director

Libraries are an important part of what makes San Diego a special place to live. Library buildings are essential, and the City of San Diego has been, and will be, creating architecturally significant libraries that reflect the communities they serve. However, what happens inside the doors of a library is what matters.

"The doors of the world are open to people who can read."

— Sonya Carson, *Gifted Hands*

Inside the library children discover the magic of books and learning.

Record numbers of children and teens participated in the 2002 Summer Reading Program -- up 25% since 1998. "Discover the Magic of Reading" attracted 23,767 children, and 2,630 teens signed up for "Books Are Magic." More than 43,000 young people attended programs throughout the city featuring storytellers, magicians, clowns, musicians, live animals, puppet shows and Harry Potter parties. Reading prizes included coupons from Pizza Hut, the Aerospace Museum and the Reuben H. Fleet Space Theater for those who completed 10 books; and local merchants helped branch libraries with additional incentives.



"Thank you again from the bottom of my heart."

— Joy Lynn de la Ren, entrepreneur

Inside the library adults and children find the information and books they need. Read "Thank You San Diego Public Library" in this newsletter for testimonials from our library users.

"A library is, and should be, a public place; a center of the life of its community. And that library should embody the aspirations of the members of that community – not only through its collections and services but also as a place that houses communal activities and the exhibits that feed the community's hunger for art and enlightenment."

— Michael Gorman, *Our Singular Strengths*

Inside the library community members come together with their neighbors to

enjoy a fine art exhibit; to attend a Small Business & the Internet workshop; to hear Steven R. Weisman from the Editorial Board of *The New York Times* speak about The Great Tax Wars; to attend a concert featuring the Striano Piano Quartet; to view a screening of the film *El Norte*, participate in a book discussion of *The Grapes of Wrath* or listen to local musician Dan Cray play Depression-era music as part of the October statewide project California Stories: Reading *The Grapes of Wrath*.



Gail Tsukiyama, Author



T.C. Boyle, Author

"In any library in the world, I am at home — unselfconscious, still and absorbed."

Germaine Greer, *Daddy, We Hardly Knew You*

Inside the library are quiet places to read a book or think a thought.

Now is a wonderful time to visit your favorite library and enjoy the activities, materials and resources you will find there. I invite you to come inside.

Anna Tatár

Briefly Noted...

La Jolla Branch Library closed September 30 to prepare for a construction project to expand the library from 10,000 to 25,000 square feet. A temporary facility, with limited services, is located at St. James Hall, 7776 Eads Avenue in La Jolla. The telephone number is (858) 551-0519. It is open to the public Monday and Wednesday 12 p.m. – 8 p.m. and Tuesday, Thursday, and Friday 9:30 a.m. – 5:30 p.m. This project is the second in the City's 21st century library improvement program.



Jack Streeter, the 98-year-old volunteer who recently retired as docent in Central Library's Wangenheim Room, was profiled in Spring 2002 *Check Us Out*, interviewed on Channel 8, KFMB-TV on July 16 by Dave Shermer, honored as a Community Hero at the Padres September 4 game, and

featured on Governor Gray Davis' Go Serv website's Spotlight Story the week of September 23. Kudos keep pouring in for this outstanding volunteer who still volunteers as needed and who humbly says, "I feel blessed to be so honored."

On September 8 and 9, **Sammy's Woodfired Pizza** partnered with READ/San Diego on the third International Literacy Day book drive to benefit the Families for Literacy Program. Donors gave 1,876 new or gently used children's books to help children learn to read.



L to R: Octavia Todd, Alberta Williams, Joan Conliffe, Katie Sullivan and Bill Finch

San Diego Friends of the Library held their annual meeting at the Scripps Miramar Ranch Branch

Library on September 14. Featured speaker, Mayor Dick Murphy, spoke about "a city worthy of our affection" and progress that has been made toward achieving his goal to "build a library system that will serve the needs of all San Diegans." Councilmember Jim Madaffer and Library Director Anna Tatár followed with a presentation about the proposed Library System Improvements

Master Plan. Newly elected Officers and Directors of the Corporate Friends were introduced, Friends Corporate Office staff were recognized and individual chapter awards were given. This year's Outstanding Chapter Award went to the Friends of the Malcolm X-Valencia Park Branch Library.

The crew from Fire Station 18 visited the **Kensington/Normal Heights Branch Library** October 8 and parked a fire engine behind the library. They handed out fire hats to children, and Fire Chief Jeff Bowman read them a story "No Dragons for Tea." No one declined the invitation to see the fire truck.



Congratulations to six Library employees who were honored October 11 as "Outstanding Customer Service Employees" along with 110 fellow City employees. They are Eileen Dimalanta, Maurice Gonzales II, Constance Hart, Steven McHenry, Anselmo Ruiz-Nevarez and Thea Osborn. Each person was selected by his or her department and is in the top 1% of customer service delivery in the entire City workforce.



L to R: Manuel Oncina, Vern and Mary Taylor, Bill Sannwald, Nader Abuljebain

In October **Vernon and Mary Taylor** toured the new Mission Valley Branch Library. They are considering funding

an expansion of the Earl and Birdie Taylor/Pacific Beach Branch Library to include a larger meeting room and additional public service space.

Continued next page...

Briefly Noted...

Charles W. Ross passed away October 17 at the age of 74. Of his 41 years as a professional journalist, Charlie spent 36 years writing for *The San Diego Union*. He was the recipient of many state and national awards for reporting. For the past five years he served as the Chief Judge of the Citywide Student Essay Contest sponsored by the Friends of the San Diego Public Library in cooperation with the Library and San Diego Unified School District.

Library Technology Support Supervisor Craig Boyd was one of 24 "Technology Heroes of 2002" who received Golden Mouse Awards, presented by the Technology Training Foundation of America at an October 24 ceremony. Craig was honored for helping make a difference in preparing students and others for the technological world through his efforts to bring computer technology to City libraries.



Jeanette Roache, President/Founder, TTFA, Cleo Thompson, TTFA Board Member and Craig Boyd

October 24, the **Mission Valley Branch Library** was **awarded an Orchid** for lighting. The annual Orchid & Onion Awards are presented by the San Diego chapter of the American Institute of Architects. Paul Ericson of Syska Hennessy Group designed the lighting.

The complete digitized back file of the *New York Times* (1851-1999, about 25 million articles) is now available at all library locations. You can also access this at home from the Library web site <http://sdplweb.sannet.gov/news.asp> with a valid library card and PIN.

Remembering

Last year nearly 400 gifts were made to the San Diego Public Library in memory or in honor of very special individuals. These kinds of gifts represent a meaningful way to remember those



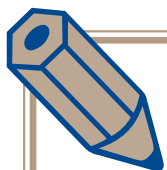
who held a special place in their hearts for the Library. Contributions to the matching book or equipment fund made in memory or in honor of an individual are matched dollar-for-dollar by the City of San Diego and are tax deductible. Gifts may be designated for a specific branch or can be used for system wide needs. A notification letter is sent to the family of the person remembered in this way (without specifying the amount) and each donor receives an acknowledgment. For gifts of \$50 or more, the names of those remembered are listed in this newsletter. To find out more about the memorial or honorarium program, please contact Margot Howard of the Development Office by calling (619) 238-6615.

Development Office

San Diego Public Library

820 E Street

San Diego, California 92101



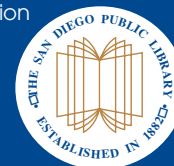
Upcoming Events

For Central Library events call
(619) 236-5800

For local events call individual Branch Libraries
or

Visit us at
www.sandiego.gov/public-library/news-events/

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Library Director, Anna Tatár
Editor, Arian Collins



For information, call (619) 236-5848
Visit us at www.sandiego.gov/public-library/

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Thank You ~ Library Donors

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In memory of
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John and
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In memory of Earnest
and Dorothy Jordan:

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In memory of
Rosemary Trudeau

Joseph and
Chatsuda Trudeau

In honor of
Bill Robert Hart:

Ms. Joan Hart

In honor of the wedding of
Sameer and Sheela Shah:

Mr. Bhrugu Shah &
Ms. Meera B. Shah

Kishor and Hema Shah

In honor of
Dr. and Mrs. Marshall Taylor:

Nathan and Susan Harrison

In honor of
Kathy Wright:

Ms. Mary Hughes

And a big thank you to all of our Friends' Groups!



For information on becoming a Library League member, please call (619) 238-6615.

The Path to Homeownership Begins @ Your Library



The American Library Association (ALA) has awarded a grant of \$40,000 to San Diego Public Library, a substantial portion of which will be matched by the City of San Diego, for a program targeting low- to moderate-income and minority first-time homebuyers. This effort is part of a national campaign initiative sponsored by ALA in partnership with Wells Fargo Home Mortgage, and San Diego is among the first 10 cities in the nation to launch the campaign at a local level. Books and other materials about buying and selling a home, home repair and maintenance, home improvement, and gardening and landscaping will be purchased for Central and branch libraries, creating outstanding collections about homeownership for San Diego residents. "Pathfinders," which are bibliographies of books and other resources, will be compiled by library staff to guide homebuyers to available information. In addition,



L to R: Estela Mendoza, Wells Fargo Home Mortgage and Anna Tatár, Library Director

tion, free seminars will help new buyers learn about homeownership and the mortgage lending process.

"The 'Path to Homeownership' program can provide a very important benefit to many San Diego residents interested in purchasing a home," said Library Director Anna Tatár, "Libraries are both a central community meeting place and a place to gather information. Therefore, libraries are ideal for potential homeowners to become more educated about homeownership."

Free seminars are scheduled at the Central Library and eight branch libraries: Beckwourth, City Heights, Linda Vista, Mission Valley, Otay Mesa, Pacific Beach, Rancho Peñasquitos, and San Carlos. For information about seminar times and locations, call the Library at (619) 236-5800 or visit www.ala.org/rusa/wellsfargo on the Internet.

Banned Books Week, September 21-28



Library activities during the annual observation of Banned Books Week called attention to censorship in the United States. This year the theme was "Let Freedom Read: Read a Banned Book." The following books were the most frequently challenged in 2001:

- ❖ **Harry Potter** series by J.K. Rowling
- ❖ **Of Mice and Men** by John Steinbeck
- ❖ **The Chocolate War** by Robert Cormier
- ❖ **I Know Why the Caged Bird Sings** by Maya Angelou
- ❖ **Summer of My German Soldier** by Bette Greene
- ❖ **The Catcher in the Rye** by J.D. Salinger
- ❖ **Alice series** by Phyllis Reynolds Naylor
- ❖ **Go Ask Alice** by Anonymous
- ❖ **Fallen Angels** by Walter Dean Myers
- ❖ **Blood and Chocolate** by Annette Curtis Klause

New Online Databases Provide Improved Access to Library Collection

The eDesk on the Library web site <http://sdplweb.sannet.gov/> links to the Library's catalog, provides for reference questions and comments to be sent to librarians and provides users access to a rich variety of online sources of information.

Seven new databases have recently been added to eDesk, including three indexes of Spanish language magazines:

- **Fuente Academica** - academic magazines in all disciplines
- **MedicLatina** - medical magazines
- **Salud para todos** - consumer health articles
- **ATLAS** - religion and theology magazines
- **Alt-HealthWatch** - alternative and complementary medicine
- **Novelist** - a first-rate, all-ages reader's advisory tool
- **Serials Directory** - publication information about magazines

Thank You San Diego Public Library...

Following is an excerpt from a father's letter to the Library:

Last month my daughter was assigned...to write a paper on the pros and cons of vivisection. Our local branch library had little on the subject and so we phoned the Central Library to request that two certain books be sent out to us. ...I spoke to two different librarians....I did not get their names but both were extremely patient with the befuddled father of a teenager and in due course the requested books arrived at our local branch.

However there were not two books waiting for us, but seven! Those two good ladies had each gone above and beyond the call of duty....librarians to the core, they sent along whatever they could find to help my daughter. We are not only thankful but also touched at the effort they went to for an anonymous voice on the phone....
(Incidentally, my daughter got an A on her paper.)

Sincerely,
Michael McKeever

Joy Lynn de la Ren sent a letter to San Diego Public Library a number of years ago thanking us for our help in inventing her products and creating her business. As a busy, single, working mother she needed a simple method of marking her children's clothes for summer camp. She had used india ink to mark her own children's belongings; however, when she decided to market her product through children's summer camps, she found that the ink dried in the stamp pad. Because sending liquid ink through the mail into homes with children was a dangerous thing to do, Joy needed to develop an ink that would be permanent on fabric and stay wet in the stamp pad. Library staff helped her research ink formulations and develop her Camp Stamp products. From a makeshift laboratory in her San Diego garage she worked nights to create the perfect ink. Her specially formulated ink in black and white remained wet in a stamp pad and was permanent on clothing. Her business, Camp Stamp, was established. Later the library staff helped her with a patent search and aided her in obtaining a patent for several of her products.

The business has grown and now includes a complete line of summer camp products. It is no longer run from home but is housed in a commercial space that includes manufacturing, importing and office functions. Seven years of mail order experience made it a natural progression to expand to a web store. Camp Stamp is now a one-stop camp shop which serves the international mail order market with 50% of all the orders coming via the web at www.campstamp.com.

Recently, Joy de la Ren sent the library an article "From Garage Workshop to International Business" which was prominently published in *Marking Industry Magazine*, February 2002, updating us on her business. She closed her accompanying note with, "Thank you again from the bottom of my heart."

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Joy de la Ren
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Goodbye to Two Recently Retired Branch Library Managers

After 30 years of dedicated service at the San Diego public Library, **Jean Hughes** has retired. She worked at the Central Library in Children's Room and the History and Social Sciences Sections, ultimately promoting to Librarian IV. Her strong reference and organizational skills were invaluable in these assignments. Jean also served in branch libraries over the years at Clairemont, Mira Mesa, North Park and San Carlos. In addition, Jean was well known for her witty and tuneful send offs for other retiring staff.

In August, **Heather Reed** retired as Branch Manager of the Ocean Beach Branch Library

after 33 years with San Diego Public Library. Her first job in 1969 was student worker. She promoted to Library Assistant and worked on a bookmobile serving "remote" areas such as Mira Mesa and Otay Mesa. She took a leave of absence to earn her master's degree in Library Science and became a Children's Librarian at Benjamin then San Carlos Branch Libraries. She then became a Branch Manager at Skyline Hills, followed by Serra Mesa and Ocean Beach; however, her fondest memories are of her work with children.

These two longtime librarians will be missed by their co-workers and the communities they served. Their work was at the heart of what libraries are all about – direct service to and interaction with people in meeting the information needs of San Diego's citizens. We wish them a happy and healthy retirement.